Sanjay Ghodawat University, Kolhapur
2019-20
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Established as State Private University under Govt. of Maharashtra. No XL, 2017

Year: 2019-20 **School of Liberal Arts** **Department of J&MC**

Program: B.A., J&MC

Course Code : MCA121 **Course Title: Public Service Broadcasting** **Semester: III**

Day and Date: Wednesday 27/11/19 **End Semester Examination (ESE)** **Time: 3 Hours**

Max Marks: 100

10.30am to 1.30 pm

Instructions:
1) All questions are compulsory.
2) Assume suitable data wherever necessary.
3) Figures to the right indicate full marks.

Q.1 A)	**Fill in the blanks with best suitable alternatives from the given.**	**Marks-10**	**Blooms Level**	**Cos**
a)	In June 1923 the Radio Club of ..... made the first ever broadcast in India. i) Bombay ii) Kolkata iii) Madras iv) Delhi	01	L1	CO1
b)	The .....Board shall consist of Six Part-time Members. i) Community Radi ii) FM radio iii) Prasar Bharti iv) Television service	01	L1	CO2
c)	The main challenge for PSB is ..... i) sustaining high levels of maintenance, and the audiences. ii) sustaining high levels of frequency and the transmission. iii) sustaining high definition. iv) sustaining high levels of reach, impact and value to audiences.	01	L1	CO3
d)	..... is a radio service offering a third model of radio broadcasting in addition to commercial and public broadcasting. i) Community radio ii) FM iii) News Program iv) Transmission	01	L1	CO4
e)	.....is the frequency of FM Red. i) 98.5 ii) 91.5 iii) 91.5 iv) None of these	01	L1	CO5
f)	..... is the slogan of Akashwani. i) Subahasavere, Door Darshan ii) Bahujan Hitay, Bahujan iii) Sabse Tej, Sabse Aage iv) Rishite with Doordarshan	01	L1	CO6

g)	.....is an autonomous body and one of the largest public service broadcasting corporation in the world. i) Akashwani ii) IIMC iii) Gyanvani iv) Prasar bharati	01	L1	CO1
h)	Films Division holds.....for documentary, short and animation films biennially. i) Mumbai International film festival (MIFF) ii) Training iii) Institutes iv) Mumbai Film Society	01	L1	CO2
i)	Public service broadcasting is the foundation stone of..... Television & it started with the BBC Television Service in 1936. i) US News ii) Washington Post iii) UK iv) Reuters	01	L1	CO3
j)	.....has transformed the power relationship between the media and the public. i) Templates ii) Citizen Journalism iii) Analysis iv) None of these	01	L1	CO4

B) Match the followings **Marks-05**

	'A' Group	'B' Group			
a)	Michael Tracey had given a principal 'Universality of appeal' of PSB in	1. 2008	01	L1	CO1
b)	Prasar Bharati Act has been amended in the year.	2. 1969	01	L1	CO2
c)	PBS is a private, non-profit corporation, founded in America in	3. 1998	01	L1	CO3
d)	Community Radio is truly a medium for	4. 1967	01	L1	CO5
e)	Doordarshan has started its most significant program 'Krishi Darshan' in	5. grassroots communication	01	L1	CO6

C) Answer the following statements with True or False and correct the false one. **Marks-05**

a)	& pictures, Action, Classic, Anmol are the brands of ETV.	01	L1	CO4
b)	Community Radio helps the remotest communities to integrate into the national and global economies, and also the development of knowledge-based economies.	01	L1	CO5

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c)	UNESCO supports the setting up of media facilities that can provide non-partisan information.	01	L1	CO3
d)	IBN Lokmat TV channel is going to have India`s largest network of news reporters and contributors; especially the digital reporters, mobile journalists in every district and extensive network of citizen journalists.	01	L1	CO4
e)	BBC Knowledge was replaced by a governing service and became the Conventional arts and documentaries channel.	01	L1	CO6

Q.2 **Write note on any four of the following.** **Marks-20**

a)	Chanda Enquiry Committee 1966.	05	L2	CO1
b)	Principles of Public Service Broadcasting.	05	L3	CO1
c)	Functions of NSD of Akashwani.	05	L2	CO2
d)	Use of ICT in various media.	05	L3	CO5
e)	Describe any two Community radio of India.	05	L3	CO5

Q.3 **Answer the following questions,(Any three)** **Marks-24**

a)	Explain in brief the historical background of Doordarshan.	08	L1	CO2
b)	Why the Community Radio Association has been formed? Illustrate your answer.	08	L2	CO5
c)	Illustrate the Community radio policy.	08	L4	CO5
d)	Discuss the case study of Doordarshan`s News service.	08	L2	CO6
e)	Discuss the case study of Doordarshan`s Bharati service.	08	L2	CO6

Q.4 **Answer the following questions. (Any three)** **Marks-36**

a)	Discuss the global perspective of Public Service Broadcasting.	12	L1	CO3
b)	What is participatory communication? Express it with specific reference to a Television channel.	12	L2	CO4
c)	Take a critical glance on various FM radio in India.	12	L2	CO5
d)	'BBC' is the role model of radio world', discuss this statement with the case study of BBC.	12	L3	CO6
e)	Discuss the case study of UNESCOs work for development of PSB.	12	L4	CO6

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